Note for Laufer, David

From: Blohm, Susan
Date: Wed, Jul 19, 1995 8:32 AM
Subject: FW: AVFs
To: Gotti, Robert; McMahon, Kathy
Cc: Laufer, David; Mahan, Michael; Murphy, Virginia; Vichich, Ed

As a result of the AAA program, we will need to change the language on the consumer correspondence. The change is listed below. ALL letters must be changed asap at all our vendors (CRI, Neodata, Carol Wright, etc...)

Please let me know when this is complete.

SB

From: Codella, Margie on Tue, Jul 18, 1995 4:14 PM
Subject: FW: AVFs
To: Laufer, David
Cc: Blohm, Susan; Eibon, Jeanne; Murphy, Virginia

FYI
Margie

From: Fernandez, Jeane on Tue, Jul 18, 1995 4:07 PM
Subject: RE: AVFs
To: Codella, Margie

We changed "free cigarettes" to "cigarette coupons" and added "branded" in front of "incentive".

Here it is:

BY SIGNING THIS FORM, YOU CERTIFY THAT YOU ARE A SMOKER 21 YEARS OF AGE OR OLDER, AND THAT YOU ARE WILLING TO RECEIVE CIGARETTE COUPONS AND BRANDED INCENTIVE ITEMS IN THE MAIL, SUBJECT TO APPLICABLE STATE AND FEDERAL LAW.

Jeane

From: Codella, Margie on Tue, Jul 18, 1995 3:56 PM
Subject: FW: AVFs
To: Fernandez, Jeane

Jeane

2046575540

2046575540A

2046575540B

2046575540C

Source: https://www.industrydocuments.ucsf.edu/docs/xsjx0000

2046575541

I know you worked on changing AVF language with Ginny. WHat is the exact new wording? THanks, MC

From: Laufer, David on Tue, Jul 18, 1995 10:26 AM
Subject: AVFs
To: Murphy, Virginia
Cc: Blohm, Susan; Codella, Margie; Eibon, Jeanne

And what was the language we are modifying AVFs to in light of the "no mail" provision of AAA?

From: Murphy, Virginia on Sun, Jul 9, 1995 4:15 PM
Subject: Complimentary Product
To: Forsmark, Fred; Kosco, Lenny; Pilotti, Nancy; Smith, Dee; Walchak, Mark
Cc: Keane, Denise; Merlo, Ellen

In light of the Action Against Access program and the cessation of live. product sampling, the following legend currently appearing on the top panel of complimentary product "COMPLIMENTARY NOT FOR SALE - ALL APPLICABLE STATE TAXES PAID" should be deleted.

The legend affixed by sticker to complimentary product distributed to retirees and members of the sales force should not be changed and will continue read as quoted above.

The following legend should appear on the top panel of complimentary product to be distributed with a product purchase, including that distributed through military sales. "COMPLIMENTARY NOT FOR INDIVIDUAL SALE".

Thank you very much for your collective input in resolving this issue.

cc. Bob Latshaw (by fax)

==========

2046575541A

2046575541B

Source: https://www.industrydocuments.ucsf.edu/docs/xsjx0000